CLAIMS

What is claimed is: .

1. A method of providing a customized compilation of discount purchase offers to a user, the method comprising the steps of :

5   a)   collecting one or more discount purchase offers from a merchant;

     b)   assimilating the collected discount purchase offers into an offer database;

     c)   allowing the user to select one or more desired offers from the offer database;

     d)   allowing the user to select a medium for display and storage of the compilation of discount purchase offers;

10   e)   delivering the customized compilation of discount purchase offers, as embedded upon the selected medium, to the user.

2. The method of claim 1, wherein the desired offers are categorized.

15 3. The method of claim 1, wherein the compilation of discount purchase offers may be assimilated by a marketing subcontractor.

4. The method of claim 1, wherein the compilation of discount purchase offers may be assimilated by a coupon card distribution company.

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5. The method of claim 1, wherein the user is a local or national merchant.

6. The method of claim 1, wherein the user is a licensee.

7. The method of claim 1, wherein the user is a franchisee.

8. The method of claim 1, wherein the user is a local or national fundraising organization.

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9. The method of claim 1, wherein the medium for display and storage of the compilation of discount purchase offers is a cardstock multi-fold card.

10. The method of claim 1, wherein the medium for display and storage of the compilation of

10   discount purchase offers is a plastic card.

11. The method of claim 1, wherein the medium for display and storage of the compilation of discount purchase offers is a coupon book.

15   12. The method of claim 1, wherein the medium for display and storage of the compilation of discount purchase offers is an electronic memory storage device.

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13. A method of providing customized coupon cards to a user via a graphical user interface, the method comprising the steps of :

    a) prompting the user to log on to a website;

    b) prompting the user to enter a regional indicator;

5   c) prompting the user to select a card medium;

    d) displaying a plurality of discount purchase offers from national and local merchants that the user will be able to choose from;

    e) prompting the user to select one or more discount purchase offers;

    f) displaying pricing information corresponding to the discount purchase offers selected;

10   g) prompting the user to select a card design;

    h) displaying a preview of the offers and card design selected;

    i) displaying an overview of the offers and card design selected;

    j) prompting the user to select a form of delivery;

    k) prompting a user to select a form of payment;

15   l) displaying a confirmation of payment received; and

    m) delivering the selected offers and card design to the user.

14. The method of claim 13, wherein the national and local merchants' offers may be automatically alphabetized and categorized in a format selected by the user.

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15. The method of claim 13, wherein the card medium is a cardstock multi-fold card.

16. The method of claim 13, wherein the card medium is a plastic card.

17. The method of claim 13, wherein the card medium is a coupon book.

18. The method of claim 13, wherein the card medium is an electronic memory storage device.

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